



BLACK HILLS

STATE UNIVERSITY

— EST. 1883 —

TOWN HALL MEETING

October 11, 2023



UNITED WAY OF THE BLACK HILLS

John Cass, Executive Director of United Way of the Black Hills
Becca Walters, Senior Director of Marketing & Communications

— **BLACK HILLS STATE UNIVERSITY** —



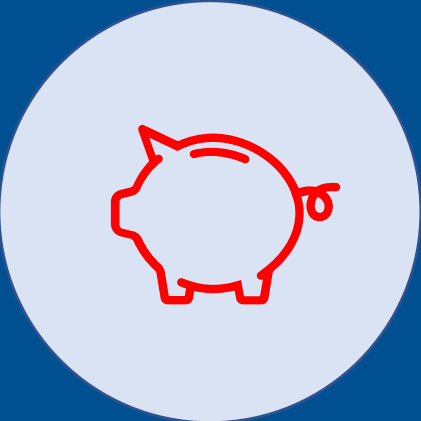
United Way of the Black Hills



Our Mission: We unite people and resources to improve lives in the Black Hills by delivering long-term solutions to community issues in:



EDUCATION



FINANCIAL STABILITY



HEALTH



Community Needs Assessment

Communities across the region were more concerned with the causes of hardship than the symptoms.

7 Priority Areas

Mental Health

Substance and Alcohol Abuse

Birth to Five Child Services

Food Security

Home and Family Life

Housing

Economic Opportunities



How do we make this work happen?

Community Impact!



WHY DONATE TO UNITED WAY OF THE BLACK HILLS? The Power of Your Gift...

Did you know that
100%

of your donation stays in the Black Hills?



\$1 A DAY...Your \$365 Donation can Provide:

\$91 for 15 people receiving suicide crisis support, or **\$121** for a Child or Family counseling session

\$75 for utility assistance, **\$5** for medication to an uninsured person

\$5 for transportation from a domestic violence shelter for appointments or employment

\$25 for round trip fare to Rapid City for appointments, jobs, etc.

\$25 for one day of high-quality preschool for a child living in poverty

\$18 for a Food Pantry box for families facing food insecurity



"We are **INVESTING** in programs and resources that are addressing and implementing **SUSTAINABLE SOLUTIONS** to our top communities pressing **NEEDS**"



"Your donation can go towards the community in which you live or work. You can also specify an Impact Area you are passionate about such as: Education, Financial Stability and Health."



"Why should I give to UWBH instead of directly to a nonprofit agency?"

"One individual or organization can't solve our communities' complex issues alone. Your donation grows through grants, matching funds and volunteer efforts. UWBH vets and monitors grantees to ensure donations are used as intended."



United Way of the Black Hills





THE BHSU BRAND STORY

Maegan Detlefs, Communications Coordinator

Becca Walters, Senior Director of Marketing & Communications

BLACK HILLS STATE UNIVERSITY



Black Hills State University

Brand Story



BRAND STORIES START WITH BRAND VALUES

When an audience shares your values, they stay loyal to your brand.

**THE ONLY
CHANGE IS
CONSISTENCY**

We can benefit from everyone else consistently reinventing their brands by staying true to our most timeless values and experiences.

CLIMBING NEW PEAKS

Every good trail map can benefit from a field guide.

- 1. Nurturing Student Experience**
Strengthen and celebrate the authenticity of our small-campus culture.
- 2. Evaluating and Developing Academic Programs**
We want to improve faculty contributions to the student recruitment process.
- 3. Building on a Supportive Work Environment**
Communicate campus success stories to the university community and the wider public.
- 4. Evaluating and Developing a Revised Brand Identity**
Draft branding guidelines for all university communications and training for employees on their use.

BH VS...

To be authentic, we have to be unapologetically comfortable with who we are and what we do best. We can't be everything to everyone but we're exactly what some people need. If we lean into what makes us special, we'll attract the right people.

Presence vs. Pursuits

Our environment is a gift. We're at our best when we live in the moment and focus on how we can help each other today.

BH VS...

To be authentic, we have to be unapologetically comfortable with who we are and what we do best. We can't be everything to everyone but we're exactly what some people need. If we lean into what makes us special, we'll attract the right people.

Resilience vs. Reliance

Our students work hard. We're at our best when we can accommodate their unique paths and leverage their tenacity.

BH VS...

To be authentic, we have to be unapologetically comfortable with who we are and what we do best. We can't be everything to everyone but we're exactly what some people need. If we lean into what makes us special, we'll attract the right people.

Warmth vs. Well-Wishes

Our professionals show care. We're at our best when we enjoy doing the little things and work as a team.

BH VS...

To be authentic, we have to be unapologetically comfortable with who we are and what we do best. We can't be everything to everyone but we're exactly what some people need. If we lean into what makes us special, we'll attract the right people.

Connection vs. Tradition

Our students thrive in a niche. We're at our best when encourage students to be themselves and when we embrace new ideas.

BH VS...

To be authentic, we have to be unapologetically comfortable with who we are and what we do best. We can't be everything to everyone but we're exactly what some people need. If we lean into what makes us special, we'll attract the right people.

Balance vs. Movement

Our students are well-rounded. We're at our best when we invest in the whole student and help them make the most of their short time here.

BH VS...

To be authentic, we have to be unapologetically comfortable with who we are and what we do best. We can't be everything to everyone but we're exactly what some people need. If we lean into what makes us special, we'll attract the right people.

Creativity vs. Theory

Our students learn by doing. We're at our best when we let students dig in immediately and get involved outside of class.

BH VS...

To be authentic, we have to be unapologetically comfortable with who we are and what we do best. We can't be everything to everyone but we're exactly what some people need. If we lean into what makes us special, we'll attract the right people.

Visibility vs. Variety

Our size is an asset. We're at our best when we make ourselves accessible and value where our students come from.

AUTHENTICITY AS A STRATEGY

Owning who we are is the goal.
Combining authenticity with market
opportunities makes it a strategy.

1. Shared experience is rare.
2. Benefits enrich the story.
3. “We can't put on a show.”

Shared experience is rare.

While BH continues to adapt, grow, and transform to serve its students, faculty, and staff, the heart of the BH experience remains consistent across generations. The sense of warmth, opportunity, and awe unite everyone who's spent time on campus.

New things will always come but our spirit remains the same.

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Benefits enrich the story.

Modern universities love to lean into new features to help differentiate themselves from the competition. At BH, we can lean into our "small market" advantages by sharing the benefits of a personalized education that lets students dig in right away.

Benefits tell our story while features fill in the details.

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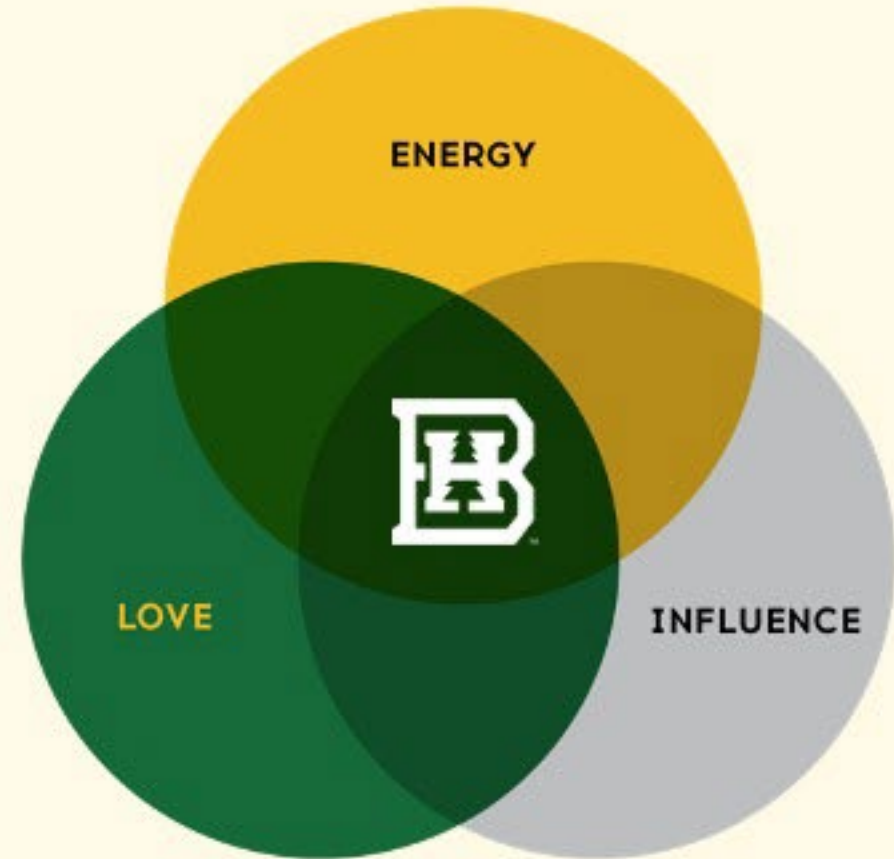
“We can't put on a show.”

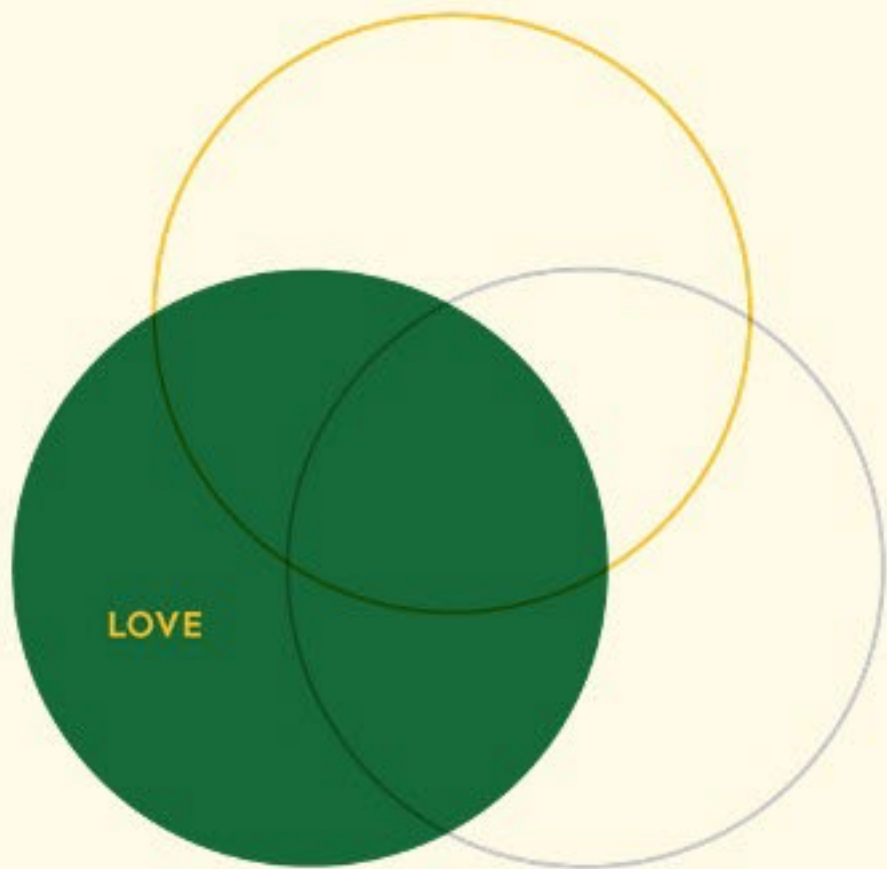
Students are used to being marketed to, so let's make sure we're seen and not seen through. We can tell prospects why students thrive at BH and show them exactly where to find us.

Taglines are a dime a dozen. There's only one Black Hills State University.

A GREAT STORY STARTS WITH AN OUTLINE

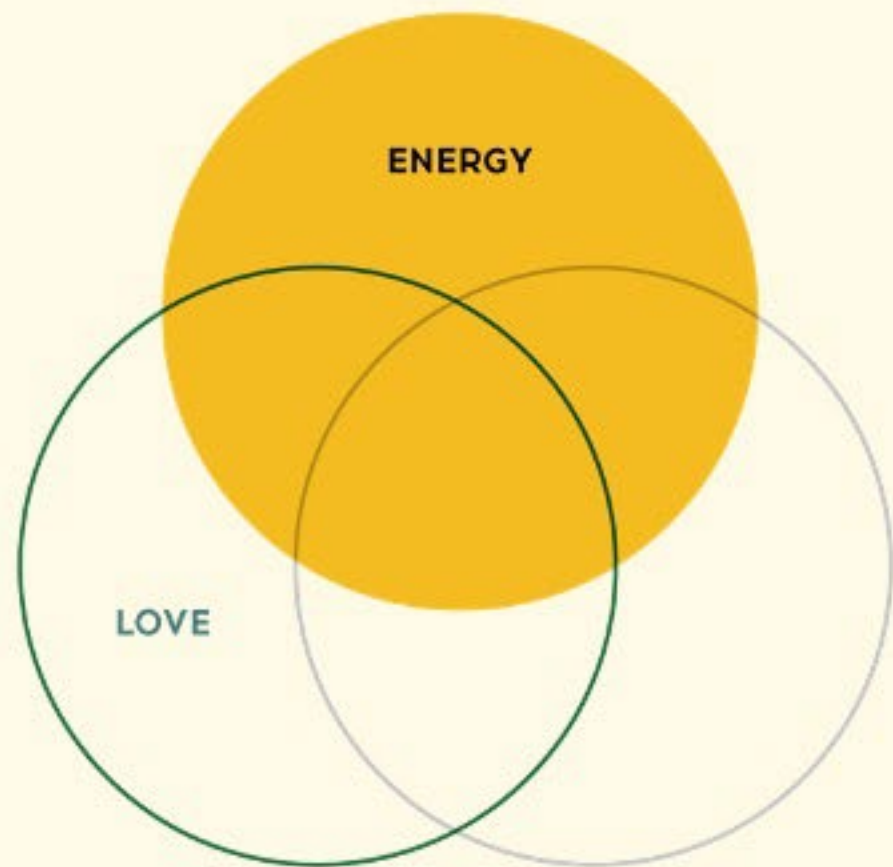
The best way to leverage our shared history, our benefits, and our place is to make sure we're working from the same outline. At BH, that outline includes three parts:





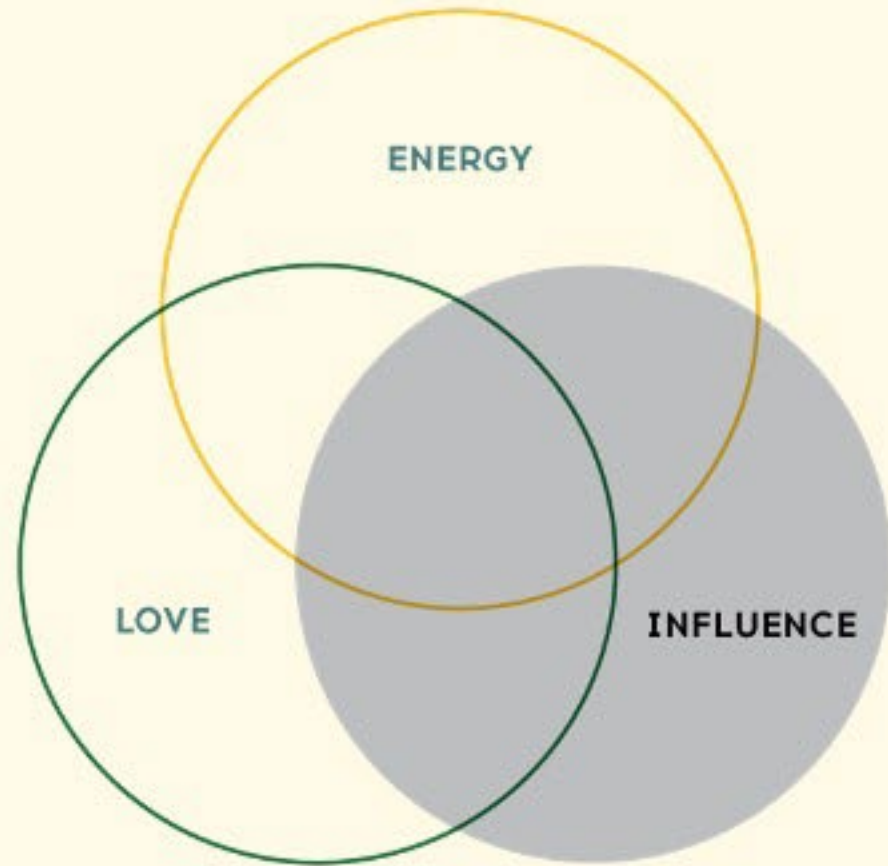
Consider how students dig in, share their voices, and collaborate.

Warmth
Visibility
Balance



**Consider how students are cared for,
seen completely, and invested in.**

**Creativity
Presence**



**Consider how students make
meaningful connections and bring
new ideas home.**

Resilience Connection

STORYTELLING WITH LOVE, ENERGY, AND INFLUENCE

Storytelling in the Circles

LOVE:



Use warmer tones.

ENERGY:



Show outdoor learning.

INFLUENCE:



Show personal connection.

STORYTELLING WITH LOVE, ENERGY, AND INFLUENCE

Storytelling between the Circles

“Campus Safety and Security”

LOVE + ENERGY:



Show security personnel with students.

ENERGY + INFLUENCE:



Focus on the small campus and a closer, caring community.

INFLUENCE + LOVE:



Safety Alert System connects students and personnel both on campus and elsewhere.

EVERYONE HERE HAS A STORY

Using your personal experiences and goals will help you make connections with current and prospective students. It will also add color to our collective BH story.

Try applying the Love, Energy, and Influence exercise to broad areas like your department or more specific areas like a particular course or club you advise.

If you need help telling your story, the marketing team is always here to help.

HELP US SHARE YOUR STORY

Share your Love, Energy, and Influence exercises with the marketing team to help us tell your story better.

[BHSU.edu/StoryTelling](https://www.bhsu.edu/StoryTelling)





WEBSITE UPDATE

Chuck Williams, Web Communications Specialist

— BLACK HILLS STATE UNIVERSITY





WEBSITE UPDATE

- Under contract with Modern Campus (Omni CMS)
- Moving from current Cascade CMS platform to Omni
- Design and implementation being done in house
- New platform to be prospective student focused
- Internal information and documents will move to BHSU Campus Connect
- Launch date planned for July 7, 2024
- What we need from you:
 - Required documents



INTRODUCE NEW DIRECTOR OF ATHLETICS

President Laurie Nichols

BLACK HILLS STATE UNIVERSITY





ENROLLMENT UPDATE

Dr. John Allred, VP Enrollment Management

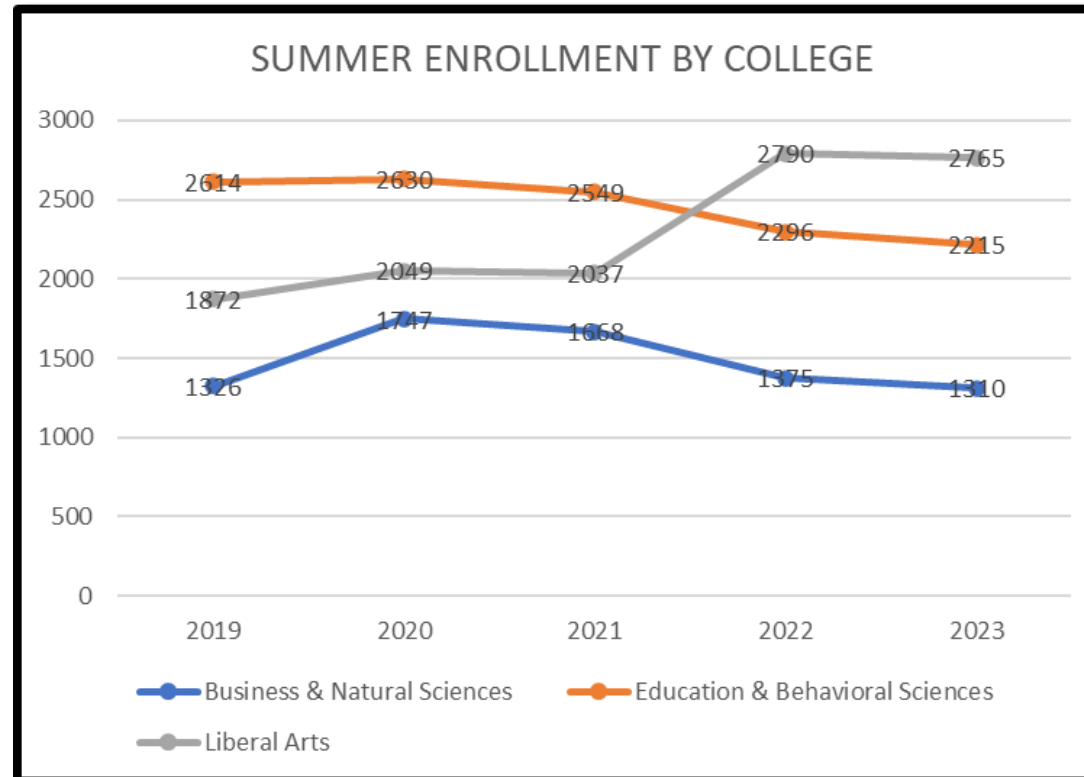
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SUMMER '23 ENROLLMENT

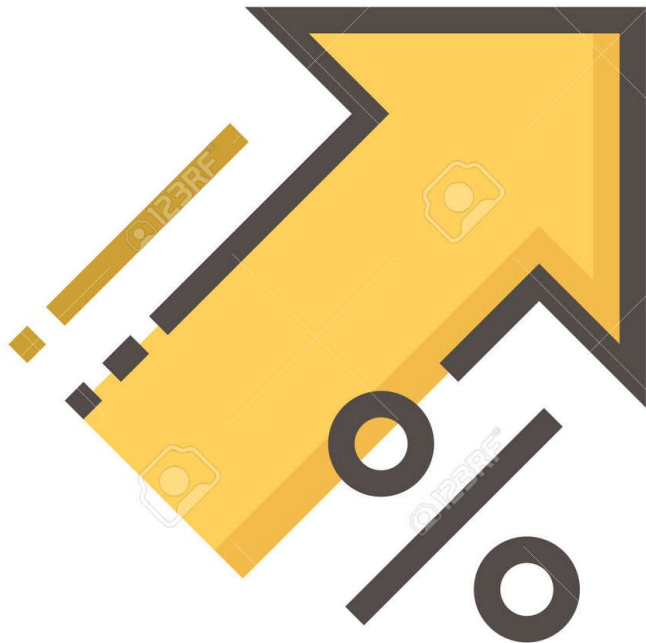
| SCH COLLEGE | 2019 | 2020 | 2021 | 2022 | 2023 | TOTAL |
|---------------------------------|-------------|-------------|-------------|-------------|-------------|--------------|
| Business & Natural Sciences | 1326 | 1747 | 1668 | 1375 | 1310 | 7426 |
| Education & Behavioral Sciences | 2614 | 2630 | 2549 | 2296 | 2215 | 12304 |
| Liberal Arts | 1872 | 2049 | 2037 | 2790 | 2765 | 11513 |
| TOTAL | 5812 | 6426 | 6254 | 6461 | 6290 | 31243 |





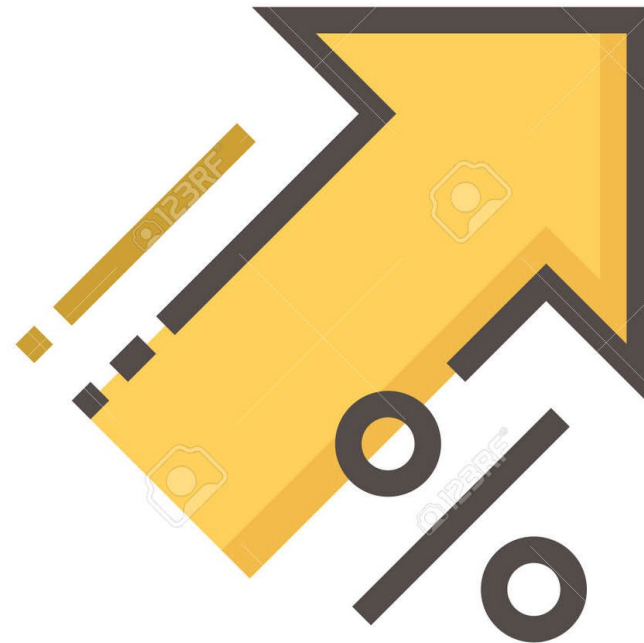
FALL '23 ENROLLMENT

1.46%



HEADCOUNT

1.66%

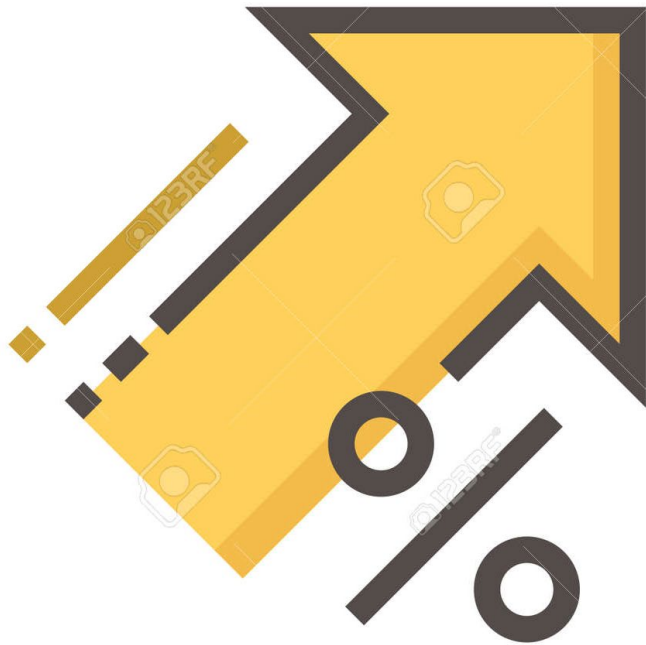


FIRST TIME



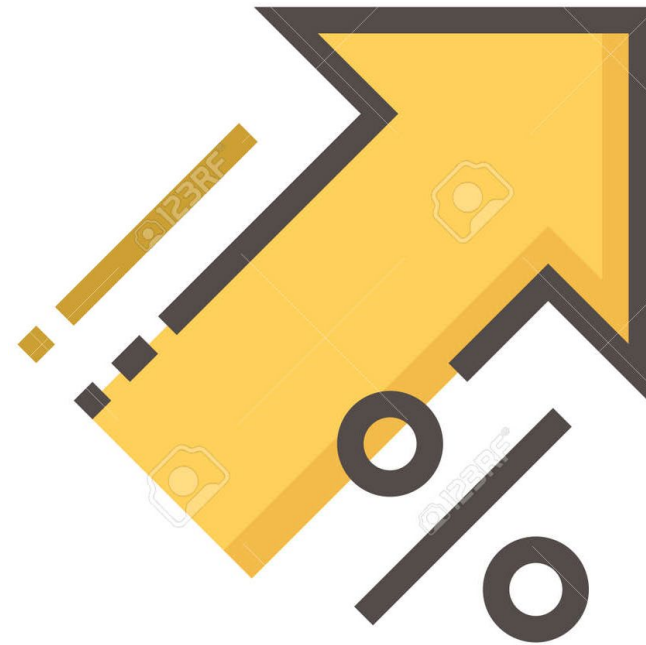
FALL '23 RETENTION

71 - 72%



'22 COHORT

61 - 69%



PELL ELIGIBLE



FALL '23 ENROLLMENT

| | | | 2022 | 2023 | DIFFERENCE | % DIFFERENCE |
|----------|---------------|---------------|--------|--------|------------|--------------|
| UG | FT | HEADCOUNT | 1,602 | 1,579 | (23) | -1.44% |
| | | FTE | 1,520 | 1,498 | (22) | -1.45% |
| | | TOTAL CREDITS | 22,802 | 22,466 | (336) | -1.47% |
| | PT | HEADCOUNT | 1,659 | 1,700 | 41 | 2.47% |
| | | FTE | 528 | 533 | 5 | 0.95% |
| | | TOTAL CREDITS | 7,920 | 8,002 | 82 | 1.04% |
| | | | | | | |
| GR | FT | HEADCOUNT | 17 | 18 | 1 | 5.88% |
| | | FTE | 15 | 16 | 1 | 6.67% |
| | | TOTAL CREDITS | 178 | 195 | 17 | 9.55% |
| | PT | HEADCOUNT | 147 | 178 | 31 | 21.09% |
| | | FTE | 51 | 57 | 6 | 11.76% |
| | | TOTAL CREDITS | 616 | 686 | 70 | 11.36% |
| | | | | | | |
| SEMESTER | HEADCOUNT | | 3,425 | 3,475 | 50 | 1.46% |
| | FTE | | 2,626 | 2,612 | (9) | -0.34% |
| | TOTAL CREDITS | | 31,516 | 31,349 | (167) | -0.53% |
| | | | | | | |
| | | | 2022 | 2023 | DIFFERENCE | % DIFFERENCE |
| | UG | HEADCOUNT | 1,606 | 1,588 | (18) | -1.12% |
| | | SCH | 6,322 | 6,244 | (78) | -1.23% |
| | | SECTIONS | 194 | 175 | (19) | -9.79% |





FALL '23 ENROLLMENT



| | | | 2022 | 2023 | DIFFERENCE | % DIFFERENCE |
|----------|----|---------------|--------|--------|------------|--------------|
| MAIN | UG | HEADCOUNT | 1,502 | 1,520 | 18 | 1.20% |
| | | FTE | 1,155 | 1,134 | (21) | -1.82% |
| | | TOTAL CREDITS | 17,325 | 17,003 | (322) | -1.86% |
| | GR | HEADCOUNT | 23 | 7 | (16) | -69.57% |
| | | FTE | 9 | 4 | (5) | -55.56% |
| | | TOTAL CREDITS | 105 | 47 | (58) | -55.24% |
| INTERNET | UG | HEADCOUNT | 2,121 | 2,222 | 101 | 4.76% |
| | | FTE | 648 | 655 | 7 | 1.08% |
| | | TOTAL CREDITS | 9,687 | 9,818 | 131 | 1.35% |
| | GR | HEADCOUNT | 107 | 104 | (3) | -2.80% |
| | | FTE | 44 | 48 | 4 | 9.09% |
| | | TOTAL CREDITS | 532 | 571 | 39 | 7.33% |
| BHRC | UG | HEADCOUNT | 427 | 363 | (64) | -14.99% |
| | | FTE | 187 | 169 | (18) | -9.63% |
| | | TOTAL CREDITS | 2,798 | 2,540 | (258) | -9.22% |
| | GR | HEADCOUNT | 15 | 19 | 4 | 26.67% |
| | | FTE | 4 | 8 | 4 | 100.00% |
| | | TOTAL CREDITS | 45 | 99 | 54 | 120.00% |
| OTHER | UG | HEADCOUNT | 268 | 289 | 21 | 7.84% |
| | | FTE | 60 | 74 | 14 | 23.33% |
| | | TOTAL CREDITS | 902 | 1,107 | 205 | 22.73% |
| | GR | HEADCOUNT | 53 | 83 | 30 | 56.60% |
| | | FTE | 9 | 14 | 5 | 55.56% |
| | | TOTAL CREDITS | 112 | 164 | 52 | 46.43% |



FALL '23 DEMOGRAPHICS

| | 2022 | 2023 | DIFFERENCE |
|--------------------|-------|-------|------------|
| AMERICAN INDIAN | 73 | 111 | 38 |
| ASIAN | 28 | 26 | (2) |
| BLACK | 35 | 67 | 32 |
| HISPANIC | 110 | 141 | 31 |
| MULTI-RACIAL | 70 | 64 | (6) |
| NON-RESIDENT ALIEN | 55 | 55 | - |
| PACIFIC ISLANDER | 3 | 3 | - |
| UNKNOWN | 146 | 308 | 162 |
| WHITE | 2,905 | 2,700 | (205) |
| TOTAL | 3,425 | 3,475 | 50 |
| | | | |
| | 2022 | 2023 | DIFFERENCE |
| VETERAN/DEPENDENT | 223 | 221 | (2) |
| NON VETERAN/DEP | 3,202 | 3,254 | 52 |





SUPPORTIVE WORK ENVIRONMENT

Strategic Plan-Goal 3

Kathy Johnson, VP Finance & Administration

BLACK HILLS STATE UNIVERSITY





Supportive Work Environment-Goal 3

BHSU License Plate Winner

Shaun Skavang, Athletic Trainer &
Instructor in Physical Education

\$100 Gift Card to Buffalo Jump
Steakhouse

Enroll at the Joy Center





BHSU Suggestion Box

ANNOUNCEMENTS

This week's Faculty/Staff and Student announcements can be viewed by clicking the links below.

[FACULTY & STAFF](#)

[STUDENT](#)

QUICK LINKS





FACILITIES UPDATE

Randy Culver, Associate VP Facilities & Sustainability
Kathy Johnson, VP Finance & Administration

— BLACK HILLS STATE UNIVERSITY





Young Center Facility Planning

- Built in 1989 for \$11.3 Million
- Replacement Value of \$33 Million
- Hired Hollis & Miller
- Facility Assessment Survey Sent
 - Please take it!
- Focus will be on:
 - Title IX
 - Hall of Fame Recognition
 - Facility Wayfinding
 - Efficiencies for Staffing/Building Use
 - Improve Utilization





Campus Master Plan

- Hired CO-OP Architecture
- Kickoff - Summer 2023
- Focus Groups - Fall 2023
- Discovery Phase - Late 2023
- Development Phase - Early 2024
- Final Plan - Spring 2024
- Updating Campus Space
 - New Wellness Center
 - Residence Halls Review
 - Utilization Study
 - Campus Wayfinding





Woodburn Theatre Renovation

- \$4 Million Project
- Building Committee
 - Randy Culver
 - Kathy Johnson
 - Amy Fuqua
 - Maegan Detlefs
 - Skott Chandler
 - Dave Berberick
 - Casey Hibbert
 - Nancy Roberts
 - Ryan Delzer
 - Cami Widvey
 - Joe Jorgensen
 - Taylor Wooley
 - Michael Shann
- Begin Design Process - Fall 2023
- Open Bids - Summer 2024
- Start Construction - Fall 2024
- Complete - Fall 2025





Woodburn Theatre Renovation

RENOVATION INCLUDES:

- Replace Seating, Curtains, Spring Platform Stage
- Upgrade HVAC, Lighting, Sound, Acoustics, Electrical
- Upgrade with Modern Technology
- Update Theatre Support Space & Black Box Theatre
- Access from the Support Space to the Stage
- Reclaim the Balcony for Seating





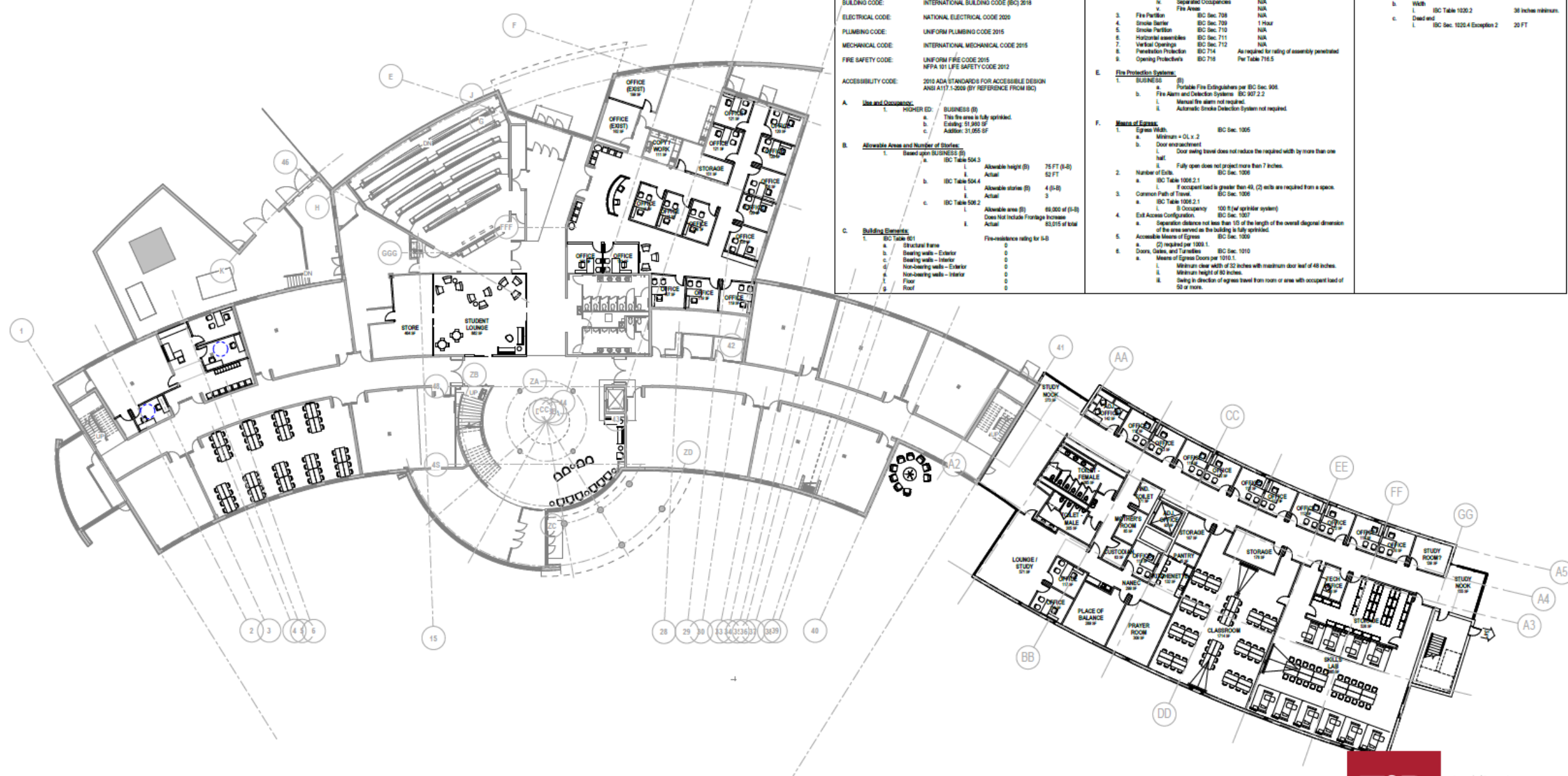
West River Health Science Center at BHSU-RC

- \$16.6 Million Project
- Current Facility is 57,715 GSF
- Addition is 30,978 GSF
- Significant Renovation
 - 13 of original 22 classrooms will be repurposed
 - Shared student success space
 - Increases overall utilization



BLACK HILLS STATE UNIVERSITY
BHRC, WEST RIVER NURSING ADDITION AND RENOVATION

Kahler Slater  Architecture
Engineering
Planning



BUILDING CODE: INTERNATIONAL BUILDING CODE (IBC) 2015

ELECTRICAL CODE: NATIONAL ELECTRICAL CODE 2020

PLUMBING CODE: UNIFORM PLUMBING CODE 2015

MECHANICAL CODE: INTERNATIONAL MECHANICAL CODE 2015

FIRE SAFETY CODE: UNIFORM FIRE CODE 2015
NFPA 101 LIFE SAFETY CODE 2012

ACCESSIBILITY CODE: 2010 ADA STANDARDS FOR ACCESSIBLE DESIGN AND AP17.1-2009 (BY REFERENCE FROM IBC)

A. Use and Occupancy:

I. HIGHER ED. BUSINESS (B)

a. This fire area is fully sprinkled.

b. Existing: 51,980 SF

c. Addition: 31,055 SF

B. Allowable Area and Number of Stories:

I. Based upon BUSINESS (B)

a. IBC Table 504.3

| | |
|----------------------|-------------|
| Allowable height (B) | 75 FT (B-B) |
| Actual | 52 FT |

b. IBC Table 504.4

| | |
|-----------------------|---------|
| Allowable stories (B) | 4 (B-B) |
| Actual | 3 |

c. IBC Table 506.2

| | |
|------------------------------------|-----------------|
| Allowable area (B) | 69,000 of (B-B) |
| Does Not Include Prorated Increase | |
| Actual | 82,015 of total |

C. Building Elements:

I. IBC Table 601

| | |
|------------------------------|---|
| Structural frame | 0 |
| Beating walls - Exterior | 0 |
| Beating walls - Interior | 0 |
| Non-bearing walls - Exterior | 0 |
| Non-bearing walls - Interior | 0 |
| Floor | 0 |
| Roof | 0 |

Fire-resistance rating for I-B

3. Fire Partition IBC Sec. 708 N/A

4. Smoke Barrier IBC Sec. 709 1 Hour

5. Smoke Partition IBC Sec. 710 N/A

6. Horizontal Assemblies IBC Sec. 711 N/A

7. Vertical Openings IBC Sec. 712 N/A

8. Penetration Protection IBC 714 As required for rating of assembly penetrated

9. Operating Protectives IBC 715 Per Table 716.5

E. Fire Protection Systems:

1. BUSINESS (B)

a. Portable Fire Extinguishers per IBC Sec. 901

b. Fire Alarm and Detection Systems IBC 907.2.2

I. Manual fire alarm not required.

II. Automatic Smoke Detection System not required.

F. Means of Egress:

1. Egress Walks IBC Sec. 1005

a. Minimum = 0L x 2

b. Door encroachment

I. Door swing travel does not reduce the required width by more than one half.

II. Fully open does not project more than 7 inches.

2. Number of Exits IBC Sec. 1006

a. IBC Table 1006.2.1

I. If occupant load is greater than 49, (2) exits are required from a space.

3. Common Path of Travel IBC Sec. 1006

a. IBC Table 1006.2.1

B. Occupancy 100 ft (w/ sprinkler system)

4. Exit Access Configuration: IBC Sec. 1007

a. Separation distance not less than 1/5 of the length of the overall diagonal dimension of the area served as the building is fully sprinkled.

5. Accessible Means of Egress IBC Sec. 1009

a. (2) required per 1000.1.

6. Doors, Gates, and Turnstiles IBC Sec. 1010

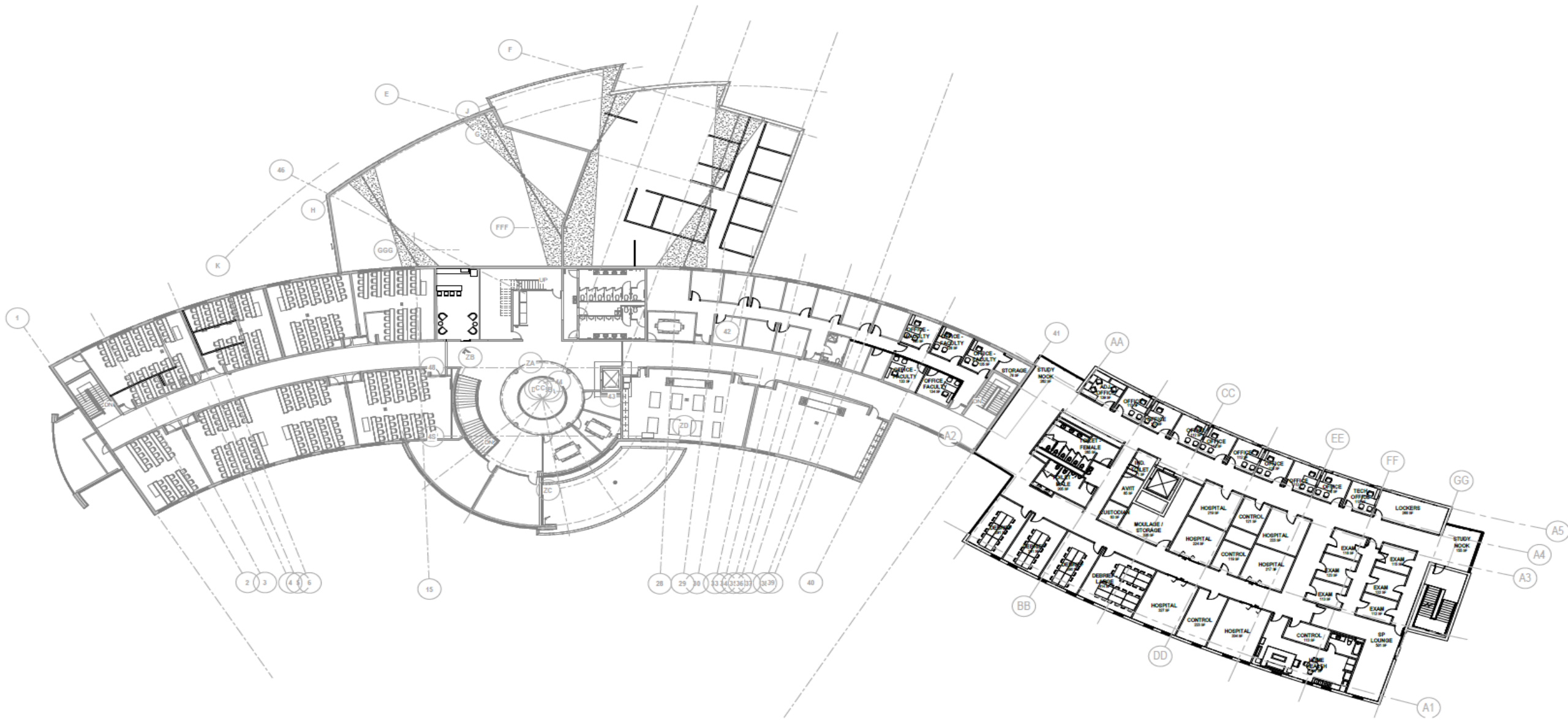
a. Means of Egress Doors per 1010.1

I. Minimum clear width of 32 inches with maximum door leaf of 48 inches.

II. Minimum height of 80 inches.

III. Swing in direction of egress travel from room or area with occupant load of 50 or more.

MONUMENT WEST RIVER HEALTH SCIENCE CENTER
CODE PLAN - FIRST FLOOR



MONUMENT WEST RIVER HEALTH SCIENCE CENTER
CODE PLAN - SECOND FLOOR



West River Health Science Center at BHSU-RC

PROJECT SCHEDULE

- Building Committee Approval - October 10, 2023
- Bid - November 22, 2023
- Board of Regents - December 13-14, 2023
- Open Bids - December 15, 2023
- Start Construction - Spring 2024
- Complete/Open - Fall 2025





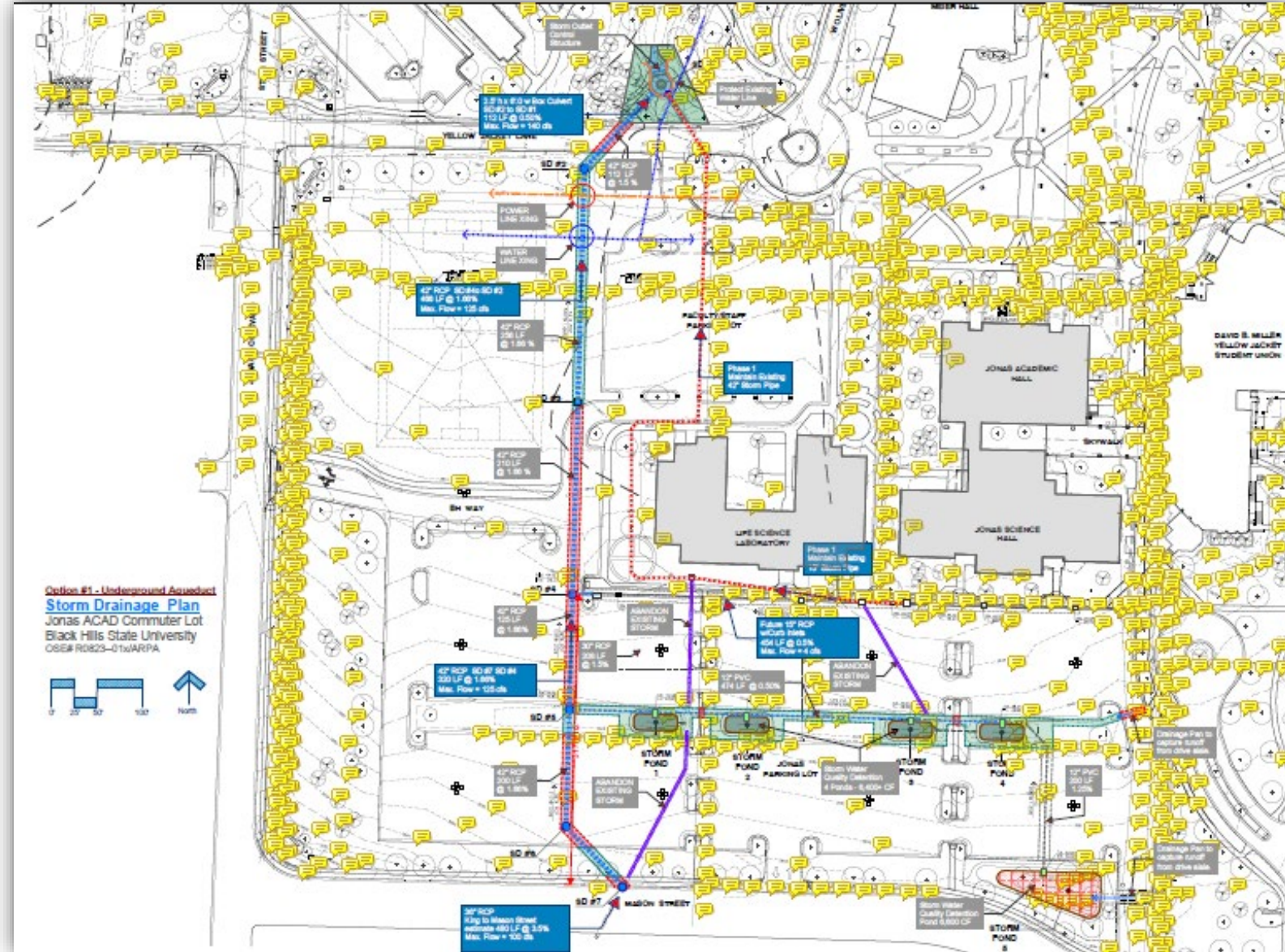
Other Building & Grounds Projects

- Young Center Hydronic (Heating) Piping
 - Emergency Approval
- Building Projects
 - Window and Door Replacements
 - Painting Across Campus
 - Yellow Jacket Apartment Renovation
 - Vestibules added to 3 Resident Halls
- Storm Drainage Plan for Jonas Lot
 - Underground Aqueduct





Storm Drainage - Underground Aqueduct





EVERBRIDGE SECURITY ALERT

Debbie Liddick, Assistant Director Facilities & Sustainability
Corey Compton, Director of Public Safety

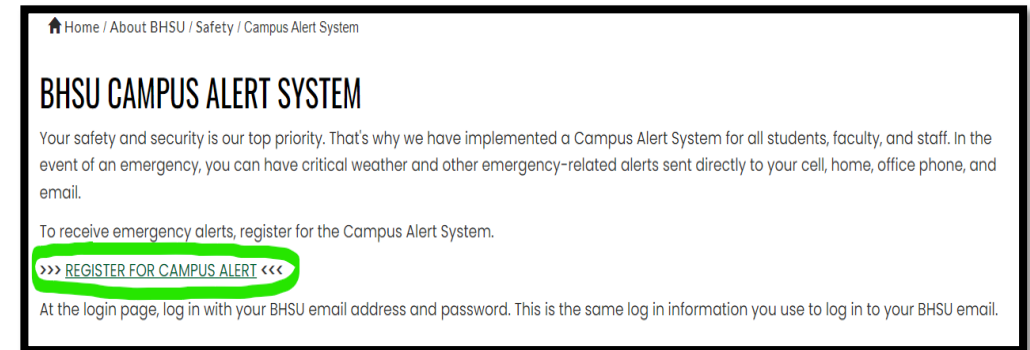
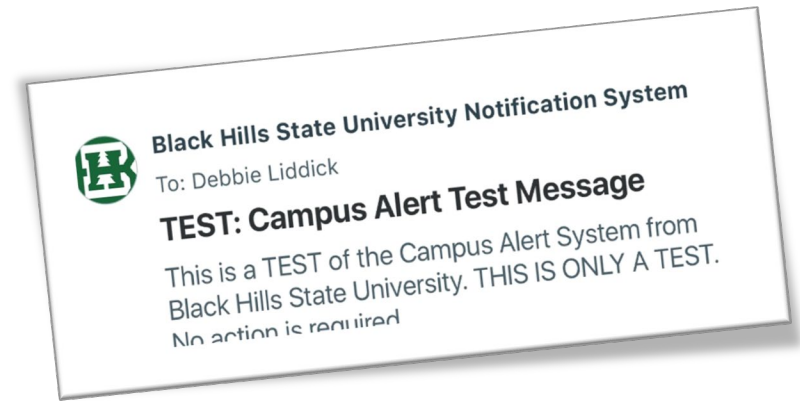
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Everbridge Emergency Alert

- **Campus Alert Test Message Sent on October 10**
 - If you are enrolled in Everbridge you should have received it by Call, Text, Email, or APP
- **Sign Up For Everbridge Notifications**
 - Multiple delivery methods
 - Preferred Cell will be loaded in BANNER /Everbridge
 - Weather alerts - campus closure
 - Suspicious person, Active shooter, or Bomb threat
- **New Everbridge App For All BOR Schools**
 - Download APP - Apple Store or Google Play
 - Log in with BHSU user credentials
 - Receive notifications through APP
 - Need help? Contact the Help Desk





FOCUS GROUP ON-CAMPUS COMMUNICATION

Dr. John Allred, VP Enrollment Management

— BLACK HILLS STATE UNIVERSITY —





FOCUS GROUPS

- Suggestion Box Recommendation
- Strategic Plan Goal 1, Objective 3 Work Group
- Developing Process and Questions





QUESTIONS / COMMENTS



BLACK HILLS
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Thank You
